

COLOUR OF THE YEAR

RADIANT ORCHID GEMS BLOOM IN HALL 3

BY DEBORAH A. YONICK

Radiant Orchid, Pantone's Colour of the Year, has everyone a buzz in the fashion world, and gem vendors in Hall 3 are excited with the range of gem types and price points that complement this captivating colour.

An enchanting harmony of fuchsia, purple and pink undertones, Radiant Orchid is found in gems from kunzite and morganite to amethyst and rose quartz. It doesn't matter what strata of the market you work with, there are gems that work well in this hue.



Pear-shaped brilliant purple sapphire, 11.29-carats, Nomad's Co.

"This colour is just great, it really draws you in," says Paul-Otto Caesar of Gustav Caesar (3.1, B33). "We have some beautiful kunzite in this hue that is not treated. We find the best colours in kunzite, in small to large sizes, come from Nigeria. The appeal of this gemstone lies in its clarity and fine delicate pink nuances that often display a hint of violet." Caesar features this gem in special long, narrow shapes, as well as drops that he likes to pair with round tanzanite for earrings.

Also in the orchid family, lilac to violet spinel, sapphire, and topaz come to mind, cites Tracy Lindwall with Nomad's Lapidary Co. (3.1, A21). "There is huge variety in tone and shade in the orchid family, not to mention all the colours it can go with," she explains. Those who work with Radiant Orchid colour stones say it is uplifting and bold without being overpowering, reenergising almost any colour palette and providing a unifying element for diverse spaces.

Paul-Otto Caesar of Gustav Caesar holds long, tapered cut kunzite pictured to the right, and below, a pair of kunzite totalling 90 carats.



Fashion's influence on the jewellery industry is profound, says Markus Wild, managing director for Paul Wild (3.0, D05). "We have worked for a long time with fashion houses." He hails the Pantone palette easy for jewellers to follow what's happening in colour and design. And while shades of green, red and blue

as in emerald, ruby and sapphire remain timeless; gems in hues like Radiant Orchid add a fresh perspective to design and typically come in the medium price range. Wild is promoting sets in a range of gems including lighter hues of tanzanite and amethyst, and pastel shades in tourmaline.

Buyers looking for something exciting will enjoy a variety of options in gem type, hue and price. There are many companies carrying an array of gems that complement Radiant Orchid including Wild & Petsch (3.0, B21), Constantin Wild (3.1, A13), Groh & Ripp (3.0, B09), and Garaude Paris (3.1, A09).